

**Town of Frederick
Application for Community Program Funding**

Date: 12/15/08

Date Received: _____

Applicant Information

Name of Organization: American Cancer Society's Relay For Life of Carbon ValleyTelephone: 970-350-5017

Address: American Cancer Society
8221 W. 20th St. Suite A
Greeley, CO 80634

How is your organization structured? (example: non-profit corporation)
(Please attaché 501c(3) or other Federal proof of your non-profit status)
Non-profit organization

Please list the officers in the organization:

President or Chairperson: Michelle Geist, Relay For Life Event ChairSecretary: Nicole Villani-Skaggs, Accounting & Data Collection ChairBoard of Directors: Event Committee:Sara Dakin – Survivorship ChairDevona Gooras – Team Development Co-ChairAdell Erskin – Team Development Co-ChairSabrina McDaniel – Sponsorship ChairJulie Laxson – Luminaria ChairJoe Geist – Logistics ChairDave Davis – Activities & EntertainmentCheri Villani – Activities & EntertainmentMorse Bertron – Special ProjectsHerb Smith – Online ChairKathleen Hann – Publicity ChairMartie Smith – Food & Beverage ChairElda de la Pena – Cancer Advocacy & Education Chair

Project or Activity Information

Describe the event or program for which you are seeking funding: (attach extra narrative as necessary)

The Relay For Life of Carbon Valley is an overnight team event that celebrates cancer survivors while raising life-saving funds and awareness for the American Cancer Society. Please see attached information about Relay For Life and the American Cancer Society.

Date of event or activity: June 13 & 14, 2009 **Duration:** 4pm Saturday – 9am Sunday

Date when funds will be needed: Deadline for sponsorship of this event in order to be on t-shirt and in event program is May 6, 2009. Sponsorships received prior to May 6 will also be included in posters, brochures, and on event website. Please see attached sponsorship agreement form and opportunities.

What is your estimate of the number of people who will benefit from this activity or project?

This is a community wide event that positively impacts all of the tri-town area. With team participants, survivors, caregivers, volunteers, entertainers, and other attendees, we are expecting over 600 people at the event. In addition, the American Cancer Society research, education, and patient services programs that are funded almost entirely by funds raised at Relay For Life significantly contribute to decreased suffering and death from cancer and improved quality of life for cancer patients nationwide.

How will this project or activity enhance the Town of Frederick's positive image?

Relay For Life benefits sponsors through increased credibility in your community by providing an opportunity for alliance with the American Cancer Society – the largest and most respected voluntary health organization in the U.S. In addition, your organization's sponsorship of Relay shows your commitment to the health and well-being of others which will inspire a sense of pride among your employees and community members. As a Silver, Gold, or Platinum Event Sponsor registration fees are waived if your employees would like to form a team. Your organization will enjoy positive exposure as participants promote Relay to their friends and colleagues. Finally, at Relay, participants are gathered in one location for 18 hours where they are exposed to sponsor logos, banners, and messages which create a lasting impression.

Please describe any other ways in which this project or activity will contribute to the good of the general public:

Relay For Life gives community members the opportunity to celebrate cancer survivors, remember those they have lost to cancer, and the chance to fight back against cancer while being a part of something that is bigger than themselves that effects everyone in their community. While research funded by Relay For Life benefits people nationwide, the majority of the funds raised come back to the community through education programs and services for cancer patients and their families.

Project or Activity Budget Information

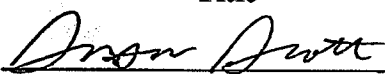
Please list your estimated budget for this project or activity:

<u>Sources of Funding</u>	<u>Amount</u>
<u>Town participation</u>	<u>\$1000</u>
<u>Other sponsorships</u>	<u>\$5000 approx.</u>
<u>Team Fundraising</u>	<u>\$62,000</u>
Total Funding:	<u>\$6000 approx.</u>
<u>Estimated Costs</u>	<u>Amount (approx.)</u>
<u>T-shirts</u>	<u>\$1600+</u>
<u>Day of expenses (tents, port-o-lets, food, etc)</u>	<u>\$2900</u>
<u>Registration & publicity materials</u>	<u>\$1100</u>
<u>Meetings</u>	<u>\$750</u>
<u>Awards & recognition</u>	<u>\$1300</u>
Total Costs:	<u>\$7650+</u>

If applicable, please describe how your organization plans to utilize any surplus funds resulting from the project or activity:

Basically, Relay has no budget. Because we as the committee want all of the money raised at the event by teams and through donations to go towards finding a cure for cancer, we strive to get everything needed for the event donated, and in the cases where we are unable to get items donated, we seek out cash sponsorships in order to cover the costs of the event. On the rare occasion that there is a surplus of sponsorship dollars, those funds go towards funding the services and programs of ACS.

Name and Signature of Organization's Project Chairperson

<u>Susan Scott</u> Name (please print or type)	<u>970-350-5017</u> Telephone
<u>American Cancer Society Community Relationship Manager</u> Title	
 Signature	<u>12/15/08</u> Date